

Trend of Domestic Fig Industry and its Implications

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Abstract Fig is a fruit of which the flesh is very sweet, and it is a tree which has been grown for fruit in Korea since long time ago. However, since the flesh of fig tends to be easily softened, commercial cultivation of this fruit began later than that of other fruit trees grown for profit, however, the cultivation and demand of fig tend to be increased steadily due to the development of technology for storage and distribution since the 2000s.

In addition, as the domestic dining culture is getting diversified, the dishes cooked by using fig as a food material are introduced through diverse foods including dessert, and it is possible to intake fig in diverse ways, but not through the traditional processed food. Therefore, it is necessary to establish a measure of expanding the consumption of fig as a processed food, and it will be possible to overcome the limitation of short storage period, while securing the competitiveness of the fig industry. In this research, we have studied the history of domestic fig cultivation, current status of it and status of processed foods through related documents and materials, and the characteristics of the consumers who purchase figs. Fig is a traditional fruit, however, we could find out the fact that the consumers tend not to recognize it as a traditional one. Therefore, if we could add fig to various processed foods utilizing its sweet taste, rather than increasing the consumption of fresh fruits, it may increase the consumption of it.

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1. Introduction

Fig is one of the representative fruit trees grown for profit, and it is cultivated in the area of approximately 816ha nationwide. Fig used to be sold in the form of fresh fruit, however, as the technologies for storing and processing fig are developed in the 2000s, it is consumed in diverse types, such as jam, bread and cosmetics, nowadays.

The flesh of fig has a rich sweet taste without any sourness, and it has a smell of fresh young greens a little bit. In Donguibogam, it is mentioned that fig helps to increase appetite and to ease a sore throat and boil, thus it was used as a medicinal ingredient, as well as the fruit itself, for a long time in the whole area of the Korean peninsula. According to the latest research on the ingredients of fig, it was proven to have efficacy for increasing the digestive function of the contemporary people, who intake lots of meat and fat, since it contains proteolytic enzyme (Kim et al., 2011), and the contained flavonoid prevents cardiovascular disorders (Kim et al., 2014). Therefore, the value of fig as a functional health food has been recognized.

Fig is a fruit which used to be consumed for a long time in the Korean peninsula, and we could find a trace of intake even in the early Gaya period. The commercial cultivation and mass production of fig actually began

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after the Japanese colonial period, however, the scale of fig cultivation was small until the 2000s, since it is easily decomposed comparing to the other fruits. However, as the production and process of fig are vitalized recently due to the development of storage and preservation technologies, the cultivation and demand for fig are tend to be rapidly growing.

In this research, we are aiming to have a comprehensive review on fig, which is becoming a new fruit grown for profit, by understanding the current state of the production and consumption of fig in Korea through analyzing the history of it, current state of cultivation, processing method and consumption pattern.

II. Fig in Korea

II.1 Beginning of fig cultivation in Korea and present status

Most of the fruits cultivated until 1930 was Erecta fig, a plant of the indigenous fig family. Erecta fig is an indigenous plant which belongs to the fig tree genus of Moraceae, and it is distributed in the southern coast and Jeju-do of Korea, while being called a ‘nipple tree.’ It is presumed that the intake of fig began long time ago as we could find out that an alleged Erecta fig seed was discovered at the remains of the early Gaya period (Encyclopedia of Korea Culture, 2015) which is located in the whole area of Daho-ri, Dong-eup, Uichang-gu, Changwon city, however, it could not be commercially cultivated due to its low sugar content, but was partially used for medicinal purposes (Korea national Arboretum, 2005).

According to the official record, it is known that the cultivation of fig trees in Korea began in the early 1930s, and it was realized by growing the Japanese varieties, such as ‘Bongnaesi’ and ‘Seungjeongdoupin’, at ‘Gatbawi Farm’ located in Mokpo. Since then, it was began to be cultivated commercially in the area of approximately 20 ha as it was designated as a fruit grown for profit by Samho-myeon, Yeongam-gun in the early 1970s, and Table 1 shows the fig cultivation areas of each year from 1973 to 2010.

Table 1 Fig cultivation areas of each year

Year	1973	1981	1990	2000	2010
Cultivation area	22	162	12	150	650

II.2 Varieties of Korean fig

The fruits cultivated in Korea are a common type fig (Scientific name: *Ficus Carcia* Linn. Var. *hortensis* Shinn). It is cultivated in summer and autumn, and has a characteristic of fruiting through female flowers without fertilization. The varieties of fig cultivated in Korea are Seungjeongdoupin, Bongnaesi, Banane, Brunswick and Brown Turkey.

- Seungjeongdoupin: It is the variety introduced from USA via Japan, and it takes approximately 95% of the domestic fig cultivation. The weight of a fruit is 80 - 130g, and it is in a long oval shape looking like an egg. The fruits are relatively large and have a good fruit setting property. It has a good productivity as it can be produced as much as 1,500 - 3,000kg per 10a.
- Bongnaesi: It is the variety cultivated in the southern coast of Korea, and grown in less than 5% of the area. The weight of a fruit is 60 - 70g, and the fruit is in a short egg or circular shape. As it is the variety with medium level of sugar content and has a little bit of sourness, its flavor is unique. Its output is 1,500~2,000kg per 10a.
- Banane: It is the variety cultivated in summer and autumn, and produced from the end of June to mid July in summer, and from the end of August until we have the first frost in autumn. The summer fruits are bigger than autumn ones, however, the sugar content of them are relatively lower than that of the autumn fruits. It is in a long egg shape, and has a light yellowish green shell.
- Brunswick: It is produced both in summer and autumn, and the summer fruit weighs approximately 150g and the autumn fruit is lager in size while weighing approximately 50g. It is in an indeterminate shape of which the side is protruded, and has a light brown shell. The flesh has a high sugar content and rich flavor, and it has a weakness since it is hard to decide the harvesting time as it can be partially unripe because of the difference in maturing speed between the upper and lower parts.
- Brown turkey: It is produced both in summer and autumn, but not cultivated commercially and its output is small. It is in an oval shape with flat tips, and has a reddish brown shell. The summer fruit weighs approximately 70g and the autumn fruit weighs approximately 40g. The viscosity and sugar content of flesh are high, however, it has the lower marketability as the fruit is small and its color is black.

II.3 Cultivation methods of fig in Korea

1) Outdoor cultivation

Growing process (Major farm works)											
January	February	March	April	May	June	July	August	September	October	November	December
Period of dormancy		Rooting period		Germinating period		Fruit-setting period			Leaf-falling period		Period of dormancy
				Fruit-ripening period							
						Harvesting period					
Pruning		Draining		Alluring work		Topping		Shipment			

Figure 1 Time table of fig outdoor cultivation

Since fig is vulnerable to cold weather, and it can be damaged by fungus when having high precipitation, the fruits are cultivated in outdoor environment, such as the southern coast and Jeju-do which are located below the 13-degree isothermal line, of which the winter temperature does not go under 6 degrees below zero. In January, fertilizing work begins to cultivate fig, and draining work proceeds at the end of April when it begins to germinate. Additional fertilizer is added once a month in June, July and August when the fruits grow bigger, and it is followed by alluring and topping works. Fruits are harvested in the middle of August when they are fully ripened, and they are on the market in early September. Figure 1 shows the time table of fig outdoor cultivation (Rural Development Administration, 2017).

2) Un-heating greenhouse cultivation

Greenhouse cultivation is a method of accelerating the growth of fig by maintaining the tree temperature between 13 and 30 degrees in cultivation facilities. The cultivation schedule is similar to that of outdoor cultivation, however, the fruit growing period is longer from May to mid September, and harvesting and shipment periods are from late June to late October, and early July to late October, respectively. In the case of greenhouse cultivation, since the temperature is higher than that of outdoor cultivation, fruits may be damaged by blight and harmful insects, such as thrips and mite. However, it is possible to realize early shipment through greenhouse cultivation, and since it is easy to control the fruit production environment, it has an advantage of producing high-quality varieties, increasing the output, and adjusting the cultivation type.

II.4 Fig production status of each year in Korea

1) Nationwide fig production status

Table 2 2014-16 cultivation area and output of fig in Korea

Year	2014	2015	2016
Adult fruit tree cultivation area (ha)	698.8	729.9	816.1
Output (t)	8,195	8,983	9,076

Table 2 shows the cultivation area and output of fig for the recent 3 years, and we can identify that the cultivation area and output are consistently increasing. In the case of cultivation area, it increased by 17% from 698ha in 2014 to 816ha in 2016, and the output (ton) increased by 11% from 8,195 tons in 2014 to 9,076 tons in 2016.

As of 2016, the output of fig is a total of 9,076 tons, 12,276kg per unit area (ha), in the area of approximately 739ha nationwide, and it is based on the area of adult fruit tree cultivation. Approximately 120 ha are the greenhouses used for box and soil cultivations, and in the case of greenhouse cultivation, the output is approximately 25,000kg per unit area (ha).

Table 3 Information on the fig production by province in 2016

Province	Output (ton)	Adult tree area (ha)	Fractional figure (kg/10a)
Busan	3.2	2.3	13.91304
Daegu	31.5	2.1	1500
Ulsan	138	10.5	1314
Sejong	99.1	4.6	2154.3
Gyeonggi-do	49.9	3.1	1609.677
Gangwon-do	4.345	0.35	1241.429
Chungcheo ngbuk-do	4	0.4	1000
Chungcheo ngnam-do	29.175	4.8	607.8125
Jeollabuk-do	25	4.54	550.6608
Jeollanam-do	8366.3	675.6	1238.351
Gyeongsang buk-do	93.1	6.2	1501.613
Gyeongsang nam-do	168.1	18.6	903.7634
Jeju-do	65	6.3	1031.746
Subtotal	9076.72	739.39	1227.596

As of 2016, the statistics for output and fractional figure of fig production by province in Korea show that Jeollanam-do produces 92% of the nationwide output (approx. 8,366 tons), and Gyeongsangnam-do and Ulsan city are producing 168 tons (1.8%) and 138 tons (1.5%), respectively. Table 3 shows the output and fractional figure by province.

2) Fig production status of Jeollanam-do

Table 4 2014-16 fig cultivation area and output in Jeollanam-do

Year	2012	2013	2014	2015	2016
Cultivation area (ha)	494.4	547.4	638.2	624.4	675.6
Output (t)	3,336.8	6,057	7,544.8	7,653.4	8,366.3

For the recent 5 years, the output (ton) of fig production in Jeollanam-do is consistently increasing as shown in table 4, and the cultivation area as well has been increasing except for the period between 2014 and 2015. In the case of cultivation area in Jeollanam-do, it was increased by 37% from 494.4ha in 2012 to 675.6ha in 2016, and the output (ton) drastically increased by 150% from 3,336 tons in 2012 to 8,366 tons in 2016. As of 2016, the fig growers in Jeollanam-do earns an income of 9.5 million won per 10a, and the income from cultivating fig was 6.8 million won while realizing approximately 66.5% of net income ratio.

II.5 Yeongam, a major fig production area

Table 5 2012-16 fig cultivation area and output in Yeongam-gun, Jeollanam-do

Year	2012	2013	2014	2015	2016
Cultivation area (ha)	314.8	341.0	408.0	416.8	420.0
Output (t)	1,857.7	4,441.0	2,789.0	4,975.6	5,505.0

Yeongam, Jeollanam-do, is a major fig production area as it produces approximately 54% of fig nationwide. Table 5 shows the fig cultivation area and output in Yeongam-gun from 2012 to 2016 (Yeongam-gun, 2018). Especially, Yeongam began to cultivate fig commercially for the first time in Korea, and has been playing a key role in diffusing cultivation skills by translating and distributing textbooks of fig cultivation through consistent exchange with other countries and Agricultural Research & Extension Services. In addition, the fig growers in this area are earning the major income from fig cultivation while acquiring the certification of geographical indication system, and by holding a fig festival.

According to the data on the cultivation area and output of fig in Yeongam area for the recent 5 years, the output (ton) is increasing consistently, and the cultivation area (ha) is also increasing except for 2014 when they had a natural disaster. In the case of cultivation area, it increased by approximately 33% from 314.8ha in 2012 to 420ha in 2016, and the output as well increased by approximately 196% from 1,857 tons in 2012 to 5,505 tons in 2016.

1) Yeongam Special Fig Industrial Zone

Yeongam, Jeollanam-do, is a major fig production area in Korea, and it was designated as the special fig industrial zone in 2015 according to the decision of the government's

35th regional special zone committee. Through the designation of special fig industrial zone, Yeongam is processing a fig industry development project by receiving the government's financial support of 13.1 billion won for 5 years, from 2016. To be more specific, a project supporting the foundation of production was implemented to modernize fig production process, to build new automated greenhouses, and to expand the nutria-culture facilities. In addition, low-temperature storage facilities and simple freight stations were established to improve the capacity of fig production and distribution. In addition, by establishing 'Yeongam, the home of spirit', the own brand of Yeongam region, it accelerates the brand-making process for Yeongam fig, and implements a quality standardization project in relation to the geographical indication system.

2) Geographical indication system - Yeongam fig

Korea is fostering the regional special industries to improve the quality of agricultural products and its processed products by protecting the excellent agricultural goods, while operating the geographical indication system and agricultural food certification system based on the Agricultural Products Quality Control Act. Yeongam fig is one of the agricultural products certified by the domestic geographical indication system. Yeongam fig means the fig produced in Yeongam-gun, Jeollanam-do, and it was registered as the 43rd agricultural product by the geographical indication system as the agricultural association corporation of Yeongam fig growers applied for it in 2008. It means that the excellent quality of Yeongam fig could be recognized through the local government of Yeongam-gun's consistent efforts, its geographical characteristics favorable for cultivating fig, and fig cultivation and quality management technologies. Yeongam-gun is located in the southern coast of the southwestern Jeollanam-do, and it is suitable for growing fig as it is in the mild climate zone of which the average temperature in January is over 0.5 degree and the annual mean temperature is over 13.7 degree. (Safe area for fig cultivation: over 13.7 degree of annual mean temperature) In addition to this, as the daily temperature difference in the maturing period (August - October), which decides the sugar content of fruits, is 11.3 degree, and it is higher than that of the other fig production areas (Sinan: 7.1 degree, Haenam: 10.8 degree). In addition, as it is located in the fertile alluvial plain of the Yeongsangang river basin which contains lots of organic matters, it has a suitable environment for the

growth and development of fig.

In terms of technology for fig cultivation, Yeongam-gun, as the first commercial fig plantation, is endeavoring to develop the industry by translating and distributing the Japanese fig-cultivating textbooks, or developing the fig cultivation technology through exchanges with overseas agricultural research services and farmhouses. As far as the quality management is concerned, it established a system for cooperative sorting and shipment through the local distribution center, and set up its own quality management standard and complies with it, in the whole process covering from cultivation to shipment.

3) Yeongam fig festival

For the promotion and sales of fig, Yeongam-gun, Jeollanam-do, organized the Yeongam fig festival promotion committee in 1997 to hold Yeongam fig festival in every September when harvesting figs. In the festival, the host offers the programs such as fig promotion, open markets, fig food experience and fig auction events, and it is presumed that it is creating a high economic value since the total number of visitors was approximately 100 thousand, and the total sales of fig was 600 million won as of 2017, according to the calculation by the promotion committee.

III. Fig consumption trend

III.1 Export and import of fig

According to the National Statistical Office of Korea, the country imported approximately 2,995 tons of figs, which is worth 11.858 million dollars, from 2010 to 2017. Figs are mostly imported from Iran, Turkey and USA, and Iran took the largest portion of it, however, since the FTA agreement between Korean and Turkey in 2014, Turkey became the largest exporter to Korea, and the amount of import is consistently increasing. The amount of exported figs is a lot smaller than that of the imported ones, however it tends to increase. Korea exported 75.4 tons of figs, which is worth 551 thousand dollars, from 2010 to 2017. Until 2012, Korea imported figs, but not exported, however, starting from the exportation to USA in 2013, the country is now exporting them to Hong Kong, Vietnam and Australia. At present, figs are re-exported mostly by reprocessing the imported fruits.

III.2 Changes in fig consumption

With regard to the fig consumption trend in Korea, people

commonly used dried fig for making the desserts such as hard-boiled dish and bread, however, as the fig production increase, they tend to cook simple meals using figs, such as salad and sandwich. Table 6 shows the number of blog contents in Naver related to fig before and after the period when the fig production was increased. The number of blog contents related to 'dried fig' increased 5.4 times in 2017 comparing to 2010, however, that of fig salad and fig sandwich increased 11.5 times and 19.8 times, respectively.

Table 6 Comparison of the number of fig-related search words in portals

Search word	2010	2017
Fig	12,549	76,649
Fig salad	747	8,624
Fig sandwich	261	5,193

We can presume the changes of fig consumption trend in the area of processed food. Table 7 is written by utilizing the panel data of the Rural Development Administration, and it shows the changes in the varieties of fig processed foods which were purchased by the consumers for the recent 7 years. According to the data, we can find out that people used to consume the traditional processed food, such as fig jam and dried fig, in the early 2010, however, they are now consuming diverse-type fig processed foods, such as the bread, jelly and macaroon made by using fig.

III.3 Expansion of fig consumption

1) Processed food made by using fig

Fig processed foods can be classified into 1) the product family made by reprocessing the imported dried fruits, and 2) that is made by processing the domestically produced figs. Most of the imported figs are fully dried ones, and in the past, they were consumed without processing, however, there began to appear diverse processed foods. Starting from 'Honest Energy Bar' launched in 2015, Chungjungone launched 'Chew & Dessert', a snack made by adding walnut into the flesh of fig, and recently, Dongwon F&B launched "Just", a dried fruit, by reflecting the popularity of dried whole fruit.

In Korea, figs are processed in diverse types such as Korean-style jelly desert, organic jam, juice and 'chip'-type snack made by drying the sliced flesh. Table 8 classifies the fig processed food into the domestic products and imported ones.

Table 8 Types of domestic fig processed food

Fig processed food in Korea	
Processed food made by using domestic fig	Processed food made by using imported fig
Juice, jam, half-dried fruit snack, jelly, chip, red pepper paste, fermented liquid, vinegar, wine	Dried fruit snack, energy bar, walnut and fig roll

Most of the domestic fig processed food is produced directly by the growers or local farming corporations, and they are made in diverse types, not being confined to snacks. Especially, the products made by using 'fermentation' method, the traditional recipe of Korea, such as vinegar, fermented enzyme liquid and red pepper paste, are the representative ones showing the Korean food culture. Fig, which was used only for snacks and dessert, is processed in diverse ways.

2) Fig and food service industry

In Korea, figs are harvested between August and October, and the food service industry as well promotes the dishes made by using fig, accordingly. Mad for Garlic and Chosun Hotel introduces fresh fig pizza as a seasonal menu, and especially, Silla Hotel introduced diverse fig dishes in western and Japanese styles, and dessert, by selecting it as the food material of the month, in September, 2015.

Kim Yeong-mo Bakery, one of the oldest bakeries in

Korea, began the fig food material project by concluding a MOU with Yeongam-gun in August, 2017, and it is meaningful since it is a cooperative work for fig menu development between a food producer and cultivation site.

3) Fig and cosmetics

Since fig contains the antioxidant such as anthocyanin, it protects the skin from active oxygen (Solomon et al., 2006), and fig leaf extract is effective to inhibit the creation of sebum (Park et al, 2006). By using the benefits of fig, the domestic cosmetics industry is launching the beauty products for moisturizing and brightening. Illiyoon, a highly-moisturizing professional brand, launched 'Real Cotton Fig' in April, 2016, and Innisfree, a naturalism beauty brand, launched 'Super Food Fig Brightening Line' emphasizing on the contained vitamin and antioxidative activity of fig, in February, 2017.

IV. Analysis of fig consumers

To find out the characteristics of the domestic consumers who purchase figs, we have looked into the actual consumption trend through the data of housewife panels published by the Rural Development Administration (RDA hereafter). The data of housewife panels is established by collecting the receipts from over 1000 households in the major metropolitan areas including Seoul, Incheon and Gyeonggi, and it shows the consumption trend of each household. We utilized the purchase history data of agricultural food in 2016, which was established by 1487 housewife panels, to find out the consumption characteristics of fig consumers. Among those 1487 housewife panels, 1237 did not purchase fig even once, and 250 of them purchased it more than once. Table 9 shows the analysis result of demographic variables of the panels who purchased fig and who did not purchased it. In the demographic information, the variables showing a meaningful difference according to whether purchasing fig or not are the average age and number of children. The average age of the purchased group (55.64 of age) was older than that of the un-purchased group (50.4 of age) by 5.6 years, and the average number of children of the former (0.89 children) was larger than that of the latter (0.7 children) by 0.19.

Table 9 Human variables of panel data

Item		Average	p
Age	Household with a fig purchase experience	Age of 55.64	0.000***
	Household without a fig purchase experience	Age of 50.40	
No. of family members	Household with a fig purchase experience	3.02	0.288
	Household without a fig purchase experience	3.11	
No. of children	Household with a fig purchase experience	0.86	0.009**
	Household without a fig purchase experience	0.70명 0.70	
Monthly income	Household with a fig purchase experience	4.16 million won	0.931
	Household without a fig purchase experience	4.17 million won	

*p<.05 **p<.01 ***p<.001

In addition, we could identify the differences of the housewife panels' eating habits according to fig purchase experience, and Table 10 shows the result. The variables with a meaningful difference among those related to eating habits were 'challenge for new food (I try a new food when I go out to eat) and 'fear for un-experienced food (I try to avoid the food that I never experienced). Comparing the scores of these variables, challenge factor of the housewife panels who purchased fig (4.203 points) was higher than that of the ones who did not purchased it (3.992 points) by 0.211 point, and the fear factor of the housewife panels who purchased fig (3.734 points) was higher than that of the ones who did not purchased it (3.989 points) by 0.255 point.

Table 10 Score of new food preference according to fig purchase experience in the panel data

Item		Average	p
Challenge for new food	Household with a fig purchase experience	4.203 points	0.047*
	Household without a fig purchase experience	3.992 points	
Fear for un-experienced food	Household with a fig purchase experience	3.734 points	0.028*
	Household without a fig purchase experience	3.989 points	

*p<.05 **p<.01 ***p<.001

According to the result analyzed by using the actual purchase data, the number of households purchased fig among those panels of RDA was 250 while taking 16.8% of the total number, and the number of the households without a purchase experience took 16.8%. The panels with a fig purchasing experience were older and had more children than those without a fig purchasing experience. In addition, according to the result of the survey on eating habits, we could find out that the panels who purchased fig tends to try a new food while having less fear for it comparing to those who never experienced fig. As a result of analyzing the domestic consumers' consumption trend by utilizing the above documents and actual data, we could realize that most of the domestic consumers accept fig as a new food, although it is one of the traditional fruits.

V. Conclusion and implications

According to the Korea Rural Economic Institute, the kind of fresh fruits, that the consumers can purchase, increased from 27 in 2000 to 38 in 2016. In addition, the ratio of cultivation area for 6 major fruits, including apple, pear, grape, peach, tangerine and persimmon, was decreased from 86.2% in 2000 to 66.7% in 2016, however, the ratio of other fruits' cultivation area increased from 13.8% to 33.7%, during the same period. The fact that the kind of consumable fruits is diversified and the production of diverse fruits increases shows that the fruit consumption trend is getting diversified (Park Misung, Lee Misuk, Park Hanul, 2018). To cope with the diversified trend of consumers' fruit intake, this research aimed to analyze the overall fig industry, which is not one of the 6 major fruits, including its cultivation, distribution and consumption.

Fig is a tree cultivated in Korea since 1930, however it has not been recognized as a representative fruit of Korea due to its low storage quality, as the fruit is easily softened (kim et al., 1992), thus it was not easy to enjoy this fruit except for the harvesting season (Kim KH, 1981). However, as the distribution industry and processing technology are developed recently, diverse processed foods made by using fig are introduced in the market, and it is beginning to be recognized as a familiar fruit by consumers. In addition, it became possible to secure more harvesting and shipping periods than those of the existing outdoor cultivation, through greenhouse cultivation.

The output of fig in Jeollanam-do, a representative fig production site, is consistently increasing since 2012.

Especially, Yeongam, the representative fig production area in Jeollanam-do, is translating and distributing the fig cultivation textbooks in cooperation with other countries' agricultural research services, while not focusing on increasing the output. In addition, it tries to develop the area by hosting a festival under the theme of fig, and is endeavoring to realize consistent quality management and innovation of cultivation technology by registering fig as an agricultural food certified by the geographical indication system in 2008.

In the past, consumers tended to consume raw or dried figs, however, it is possible to enjoy the fruit by adding it to salad, sandwich or dessert due to the increase of output and development of distribution technology. In addition, a number of cosmetics companies are launching the products made by using fig, while focusing on the moisturizing and whitening functions of anthocyanin contained in it.

Due to the development of technology and distribution system, the recognition for fig is increasing. Fig is consumed in diverse ways, such as through the processed food or restaurant services, and it is different from the past when the consumers had to enjoy raw or dried fruits only. In addition, it is also used as the ingredient of cosmetics. As we have analyzed the fig consumers through the panel data of FSA, we could find out that it is recognized as a new fruit, although it has been cultivated for a long time in Korea.

The low storage quality of fig may make the consumers hesitate to purchase the fruit as it could be a burden that they have to consume it as soon as possible. Therefore, since the outcome of fig is increasing at present, it will be necessary to find a way to accelerate the fig consumption. Based on the research of above documents and consumer analysis, it will be necessary to develop diverse processed foods by using fig as an ingredient. The seasonal constraints of the fruit seem to be an issue for distributing it as a fresh fruit only, since it tends to be easily softened.

Therefore, the existing processed food made of fig has the benefit as the consumers can by any time of year. Especially, if we could apply the fig's strong sweet taste to the snacks like chocolates or candies, we will be able to realize a healthy sweet taste by reducing the use of traditional sugars. In addition, through the consumer panel analysis, we found out that consumers recognize fig as a new fruit, despite the fact that it has been traditionally cultivated. Therefore, although it is not a traditional food, if we could use fig to add sweetness to the dairy products, such as cheese and Greek yogurt of which the consumption

is increasing, people will be able to consume fig in more diverse ways.

In this research, we have researched on the cultivation status, distribution pattern and consumption trend of fig in Korea based on diverse documents, data and consumer analysis. Due to the characteristics of fig, which has a strong sweet taste but is easily softened, it will be possible to increase its consumption by developing diverse processed foods, rather than distributing it as a fresh fruit. In addition, fig has been recognized as a new fruit by the consumers, rather than a traditional one. Therefore, according to the current market situation where consumers can have diverse processed foods of diverse countries due to the development of distribution business, the consumption of fig will be increased in diverse ways by being added to various foods as a new fruit, rather than a traditional one.

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